



North Carolina



The potential to grow and make innovative products in rural America is limitless. Since 2009, the Obama Administration has made targeted investments to help rural businesses grow. Through the U.S. Department of Agriculture's projects in affordable housing, energy efficiency, roads and bridges, and internet access, coupled with loans and grants for rural businesses, the Administration has helped to attract and retain a talented rural labor force, improve connectivity and access to information, move products to market, and make rural communities competitive—**ultimately supporting strong local economies and expanded opportunity for rural North Carolina families.**

MADE IN RURAL NORTH CAROLINA

FRUSH, a yogurt fruit shake, is made by Origin Food Group in Iredell County, North Carolina, with support from USDA. The FRUSH shakes include strawberry, blueberry, peach and strawberry banana flavors and are made with milk from local dairy cattle.



GROWING EXPORTS

In 2012, exports of farm and ranch products alone contributed **\$3.9 billion** to **North Carolina's** economy.

The President's Made In Rural America initiative helps rural businesses capitalize on demand for American-made products and identify ways they can participate in global markets.



HOUSING

Access to safe, affordable housing is critical to maintaining the rural labor force. USDA has helped **47,517 North Carolina families** purchase or repair homes.



CONNECTIVITY

USDA has invested **\$146.2 million** to support new and improved broadband service for rural **North Carolina families**. Broadband service helps to expand access to state-of-the-art health care, educational, and cultural resources and helps rural businesses compete in the global economy.



WATER

USDA has invested **\$444 million** to support efficient water supply, treatment and storage facilities, and wastewater treatment systems. That investment has **improved the health of thousands of rural North Carolina families** who now have access to clean water and reliable sanitation.



SUPPORT FOR RURAL BUSINESSES

USDA has made investments to help **590 rural businesses in North Carolina thrive and grow.**

USDA investments in everything from advanced biofuels manufacturing facilities to food hubs help businesses, many of them small, capitalize on emerging markets for rural-made products. **In rural America, small businesses support one in three jobs.**



RENEWING RURAL MANUFACTURING

The rural economy includes more than products that come from farms. **Rural manufacturing supports**

113,016 jobs in North Carolina. USDA has invested **\$169.4 million** to help rural manufacturers in **North Carolina** increase production and capacity.